

FIG.1

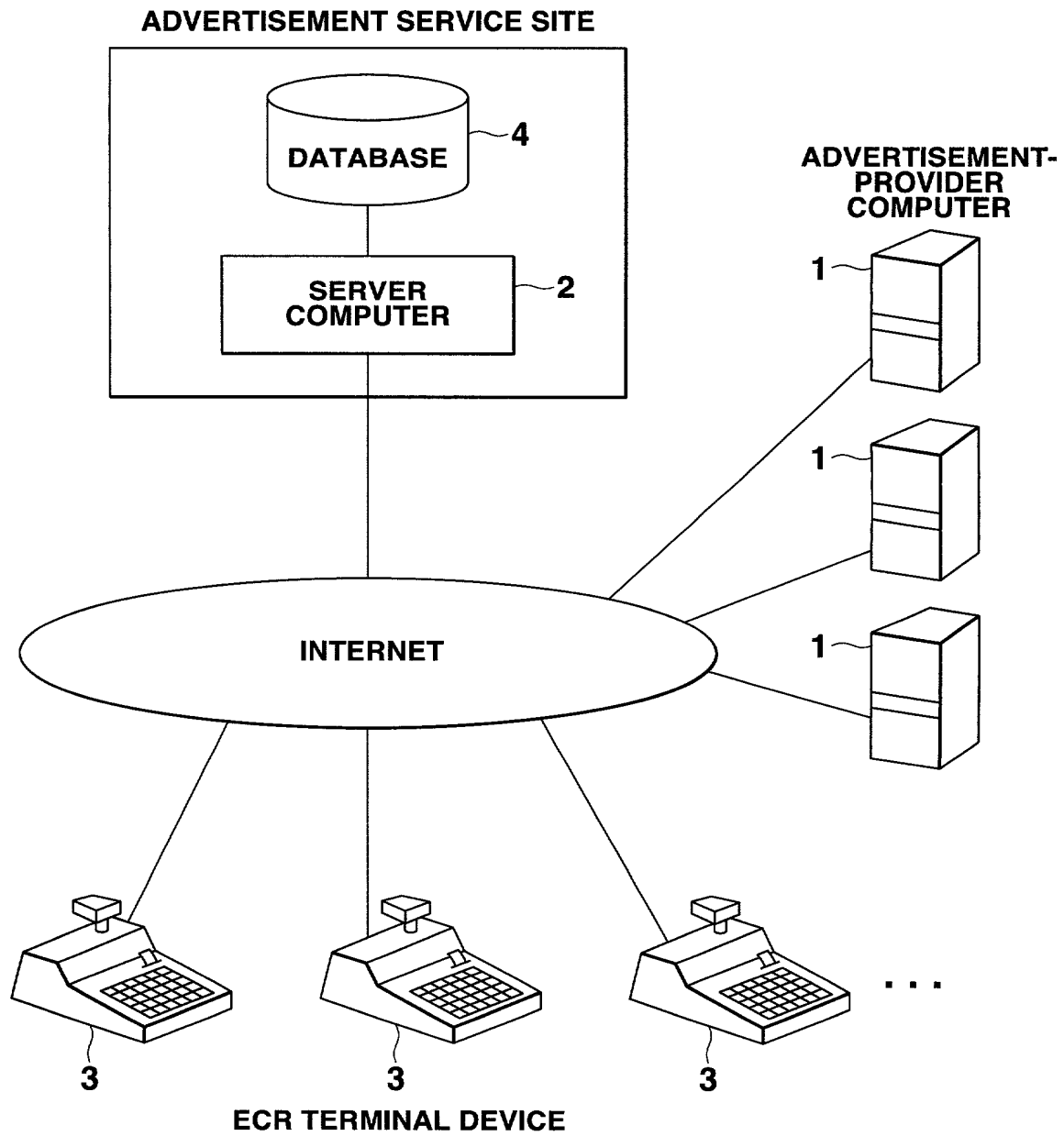


FIG.2

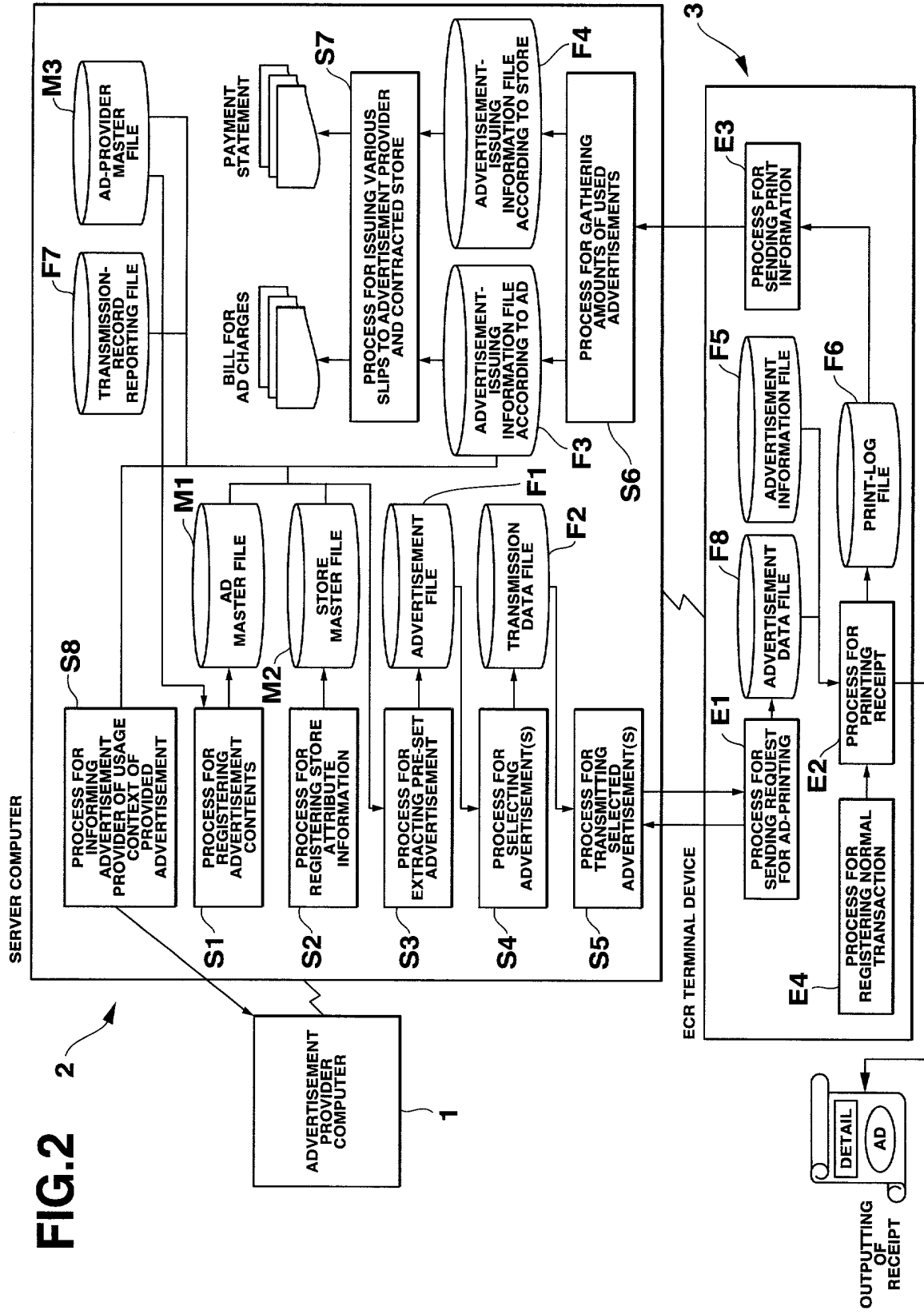


FIG.3

ADVERTISEMENT MASTER FILE M1

ITEM	
AD ID	···ID CODE OF AD
TITLE	···NAME OF AD
AD PROVIDER CODE	···ID CODE OF AD PROVIDER
AD PROVIDER NAME	···NAME OF AD PROVIDER
URL OF AD DATA FILE	···STORAGE DIRECTORY OF IMAGE DATA OF ADVERTISEMENT
FROM (DATE)	···STARTING DATA (YEAR, MONTH, DATE) FOR ISSUING ADVERTISEMENT
TO (DATE)	···ENDING DATA (YEAR, MONTH, DATE) FOR ISSUING ADVERTISEMENT
MAXIMUM NUMBER OF ADS TO BE ISSUED	···MAXIMUM NUMBER OF ADS WHICH CAN BE ISSUED ON RECEIPTS
TARGET AGE GROUP CODE	···1:AGE 12 AND UNDER; 2:AGE 19 AND UNDER; 3:20'S;
TARGET AREA CODE	···SET AREA CODES
TARGET STORE CODE	···CODES OF STORES
TARGET SEX CODE	···1:MALE; 2:FEMALE; 9:NO INDICATION
TARGET DAY CODE	···0:SUNDAY. . .6:SATURDAY; 9:NO INDICATION
TARGET TIME CODE	···TIME CODES FOR DIVIDING WHOLE DAY INTO SEVERAL BLOCKS
TOTAL NUMBER OF ISSUED ADS	···NUMBER OF ISSUED ADS FROM SPECIFIED DATE FILE PRESENT TIME
REMAINING NUMBER OF RECEIPTS WITH AD	···REMAINING NUMBER OF RECEIPTS WITH AD AT PRESENT TIME
CHARGED UNIT COST	
PAYMENT UNIT COST	

AD PROVIDING CONDITIONS

AD PROVIDING CONDITIONS

FIG.4

STORE MASTER FILE M2		
ITEM		
	STORE ID	· · ·ID CODE OF STORE
	STORE NAME	· · ·NAME OF STORE
	IP ADDRESS	· · ·IP ADDRESS OF ECR TERMINAL DEVICE
	MAXIMUM NUMBER OF ADS	· · ·MAXIMUM NUMBER OF ADS TO BE STORED
AD USER CONDITIONS	STORE CODE	· · ·STORE CODES
	AGE GROUP CODE	· · ·1:AGE 12 AND UNDER; 2:AGE 19 AND UNDER; 3:20'S.....
	AREA CODE	· · ·SET AREA CODES
	SEX CODE	· · ·1:MALE; 2:FEMALE; 9:NO INDICATION
	CLOSED ON	· · ·0:SUNDAY.... 6:SATURDAY; 9:OPEN THROUGHOUT YEAR
	FROM (TIME)	
	TO (TIME)	

FIG.5A

AD FILE F1

ITEM	
STORE ID	...ID CODE OF STORE
AD ID	...ID CODE OF AD

FIG.5B

TRANSMISSION DATA FILE F2

ITEM	
STORE ID	...ID CODE OF STORE
AD ID	...ID CODE OF AD
URL OF DATA FILE	...STORAGE DIRECTORY OF IMAGE DATA OF ADVERTISEMENT
TIME CODE	
SEX CODE	
AGE GROUP CODE	

FIG.6A

RECORD STRUCTURE OF
AD INFORMATION FILE F5

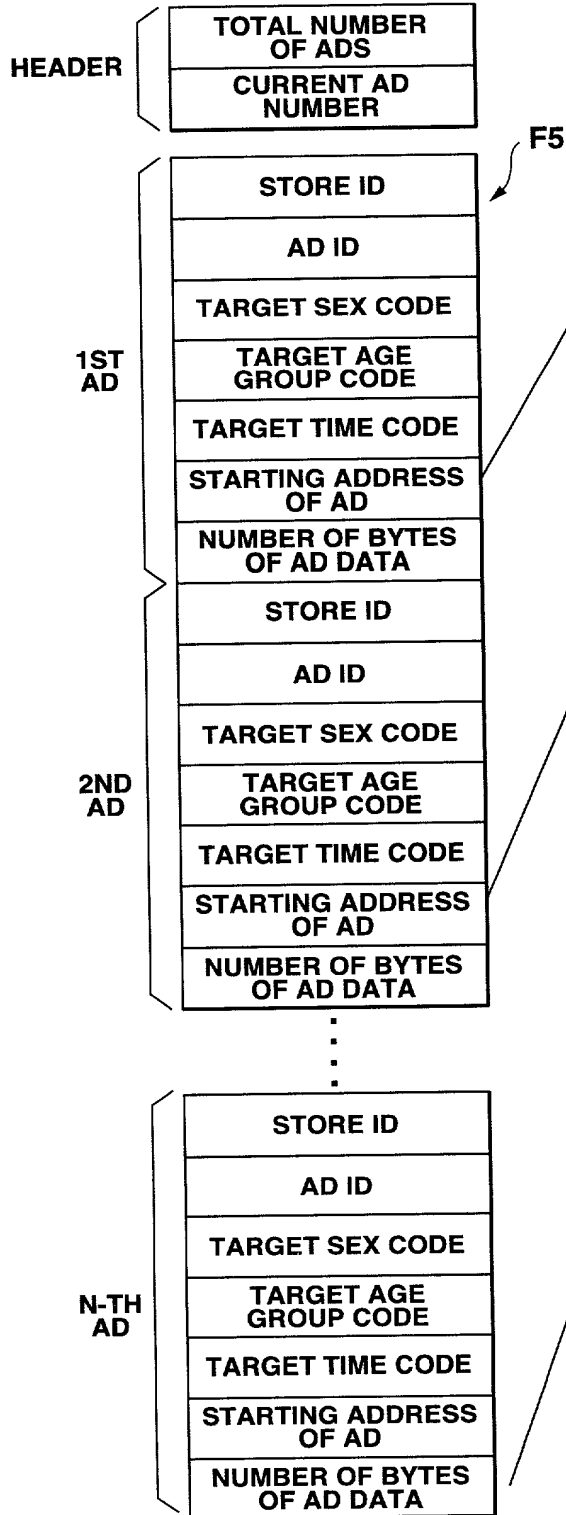


FIG.6B

IMAGE DATA OF
AD DATA FILE F8

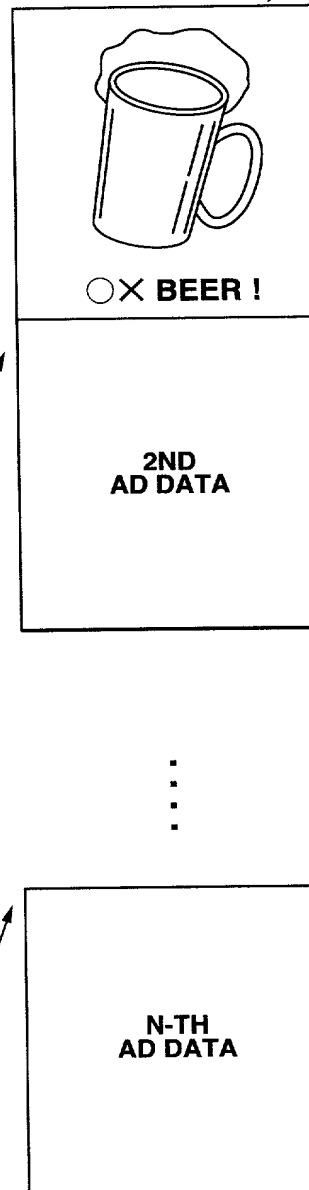
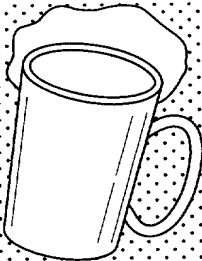


FIG.7

○× MART		
○○ CITY	12-345-6789	
2299 ABC ST. ○○ CITY		
5% DISCOUNT AT CASHIER ON SATURDAY AND SUNDAY		
21 : 02 FEB.3. (WED.) , 20000		
BEER	×4	¥ 792
WINE		¥ 880
CHEESE		¥ 450
PEANUTS		¥ 238
SUB TOTAL		¥ 2,360
TAX 5%		¥ 118
TOTAL		¥ 2,478
FROM		¥ 5,000
CHANGE		¥ 2,522



SUMMER BEER !

HEADER
SECTION

DETAIL
SECTION

AD
SECTION

FIG.8

PRINT-LOG FILE F6

ITEM
DATE
AD ID
STORE ID
PRINTING TIME

...PRESENT DATE

FIG.9A

AD-ISSUING INFORMATION FILE F3

ITEM
AD ID
DATE
NUMBER OF ISSUED ADS

FIG.9B

AD-ISSUING INFORMATION FILE F4

ITEM
STORE ID
DATE
NUMBER OF ISSUED ADS

FIG.10A

TRANSMISSION-RECORD REPORTING FILE F7

ITEM
DATE
AD ID
TITLE
AD PROVIDER CODE
FROM (DATE)
NUMBER OF ISSUED ADS
TOTAL NUMBER OF ISSUED ADS
MAXIMUM NUMBER OF ADS TO BE ISSUED
USAGE RATE
WARNING FLAG

...0:FAIR; 1:LOWER THAN EXPECTED
USAGE RATE
(AVERAGE OF 10% OR LOWER)

FIG.10B

AD PROVIDER MASTER FILE M3

ITEM
AD PROVIDER CODE
AD PROVIDER NAME
EMAIL ADDRESS

FIG.11

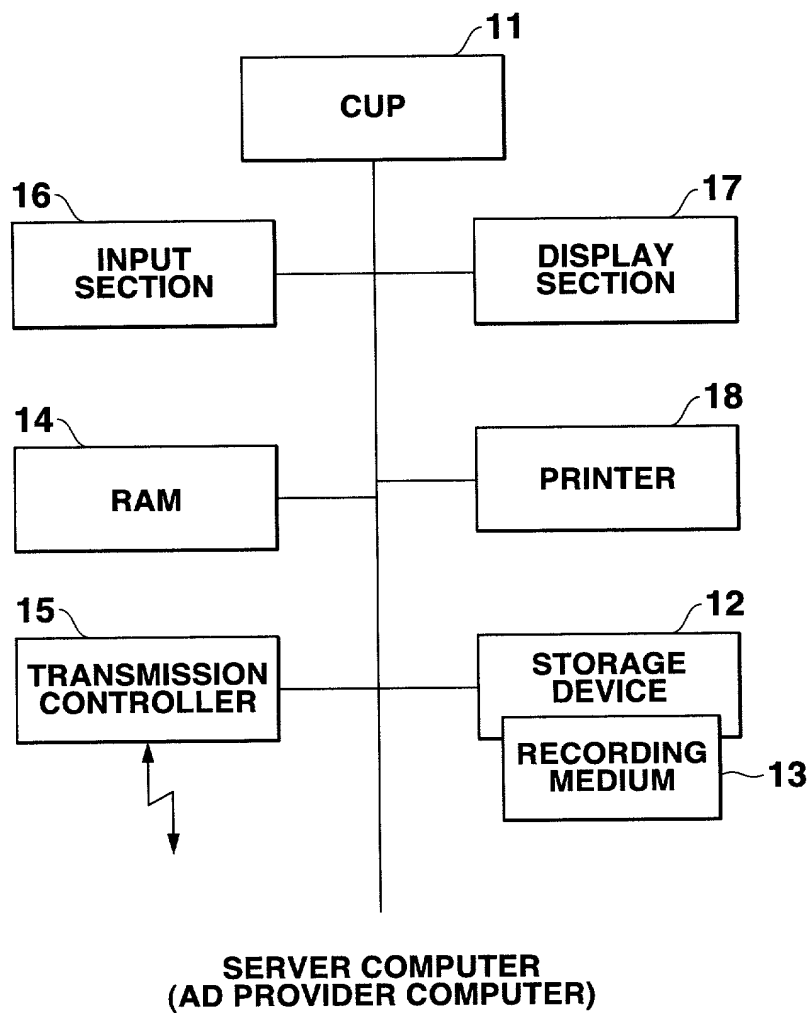


FIG.12

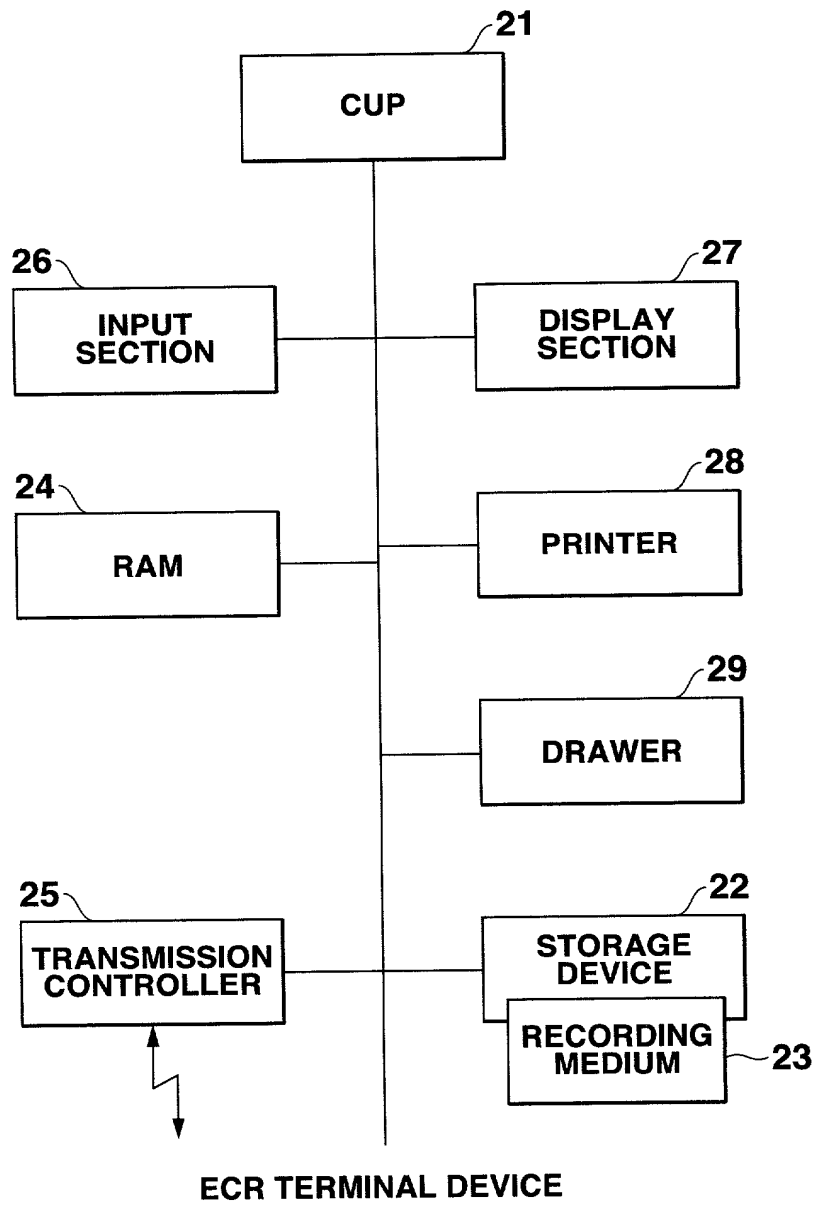


FIG. 13

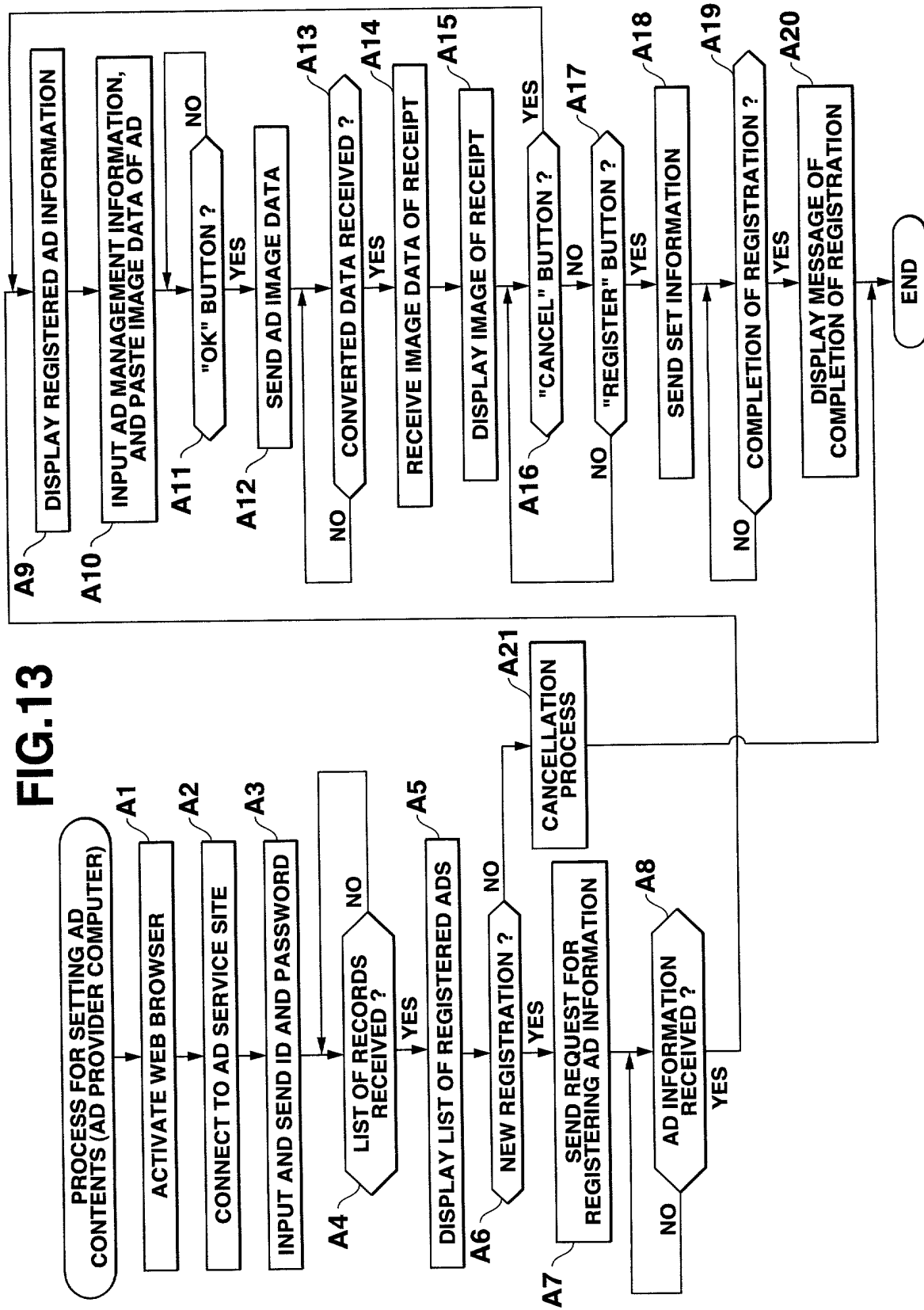


FIG.14

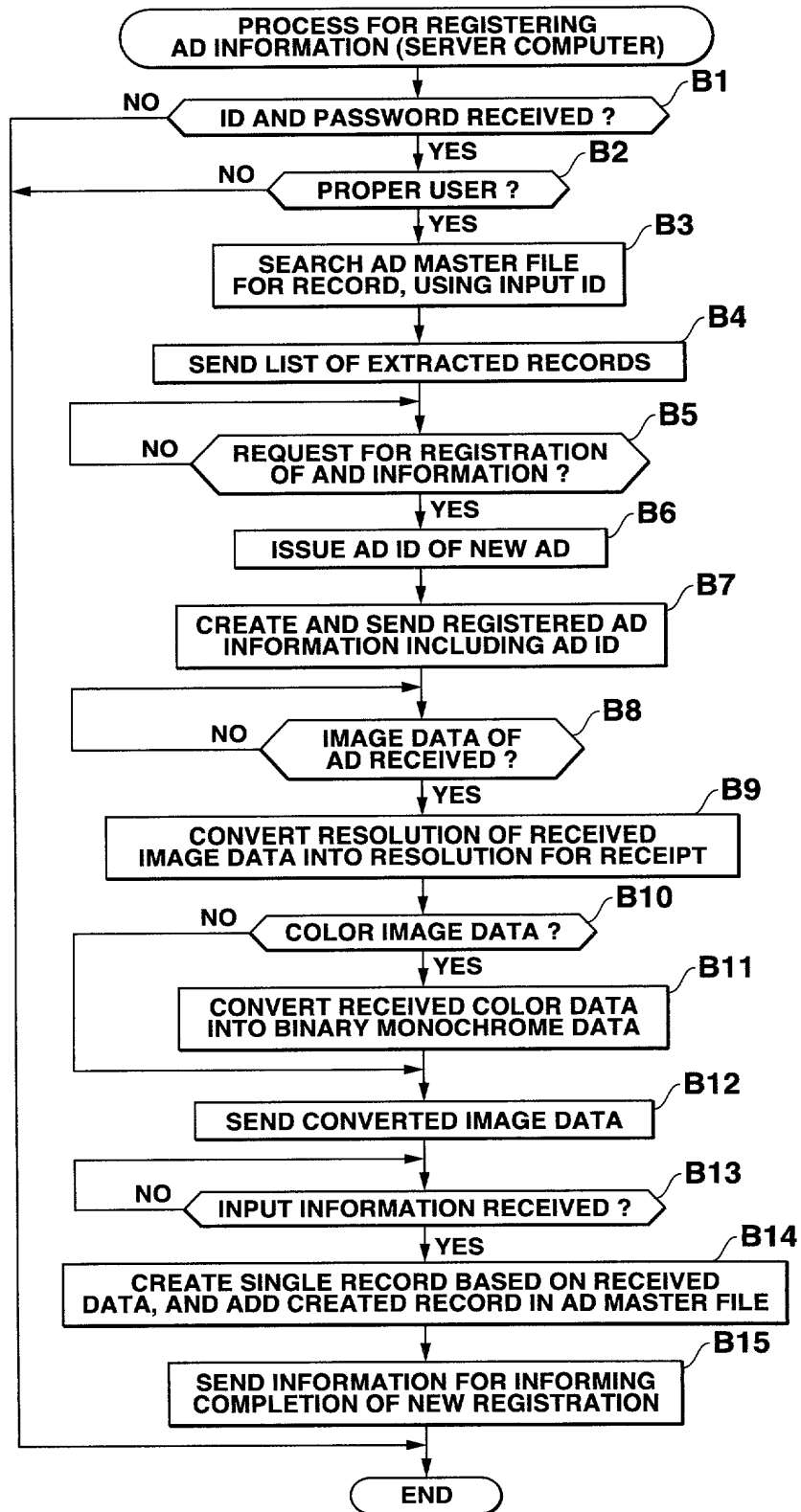


FIG.15

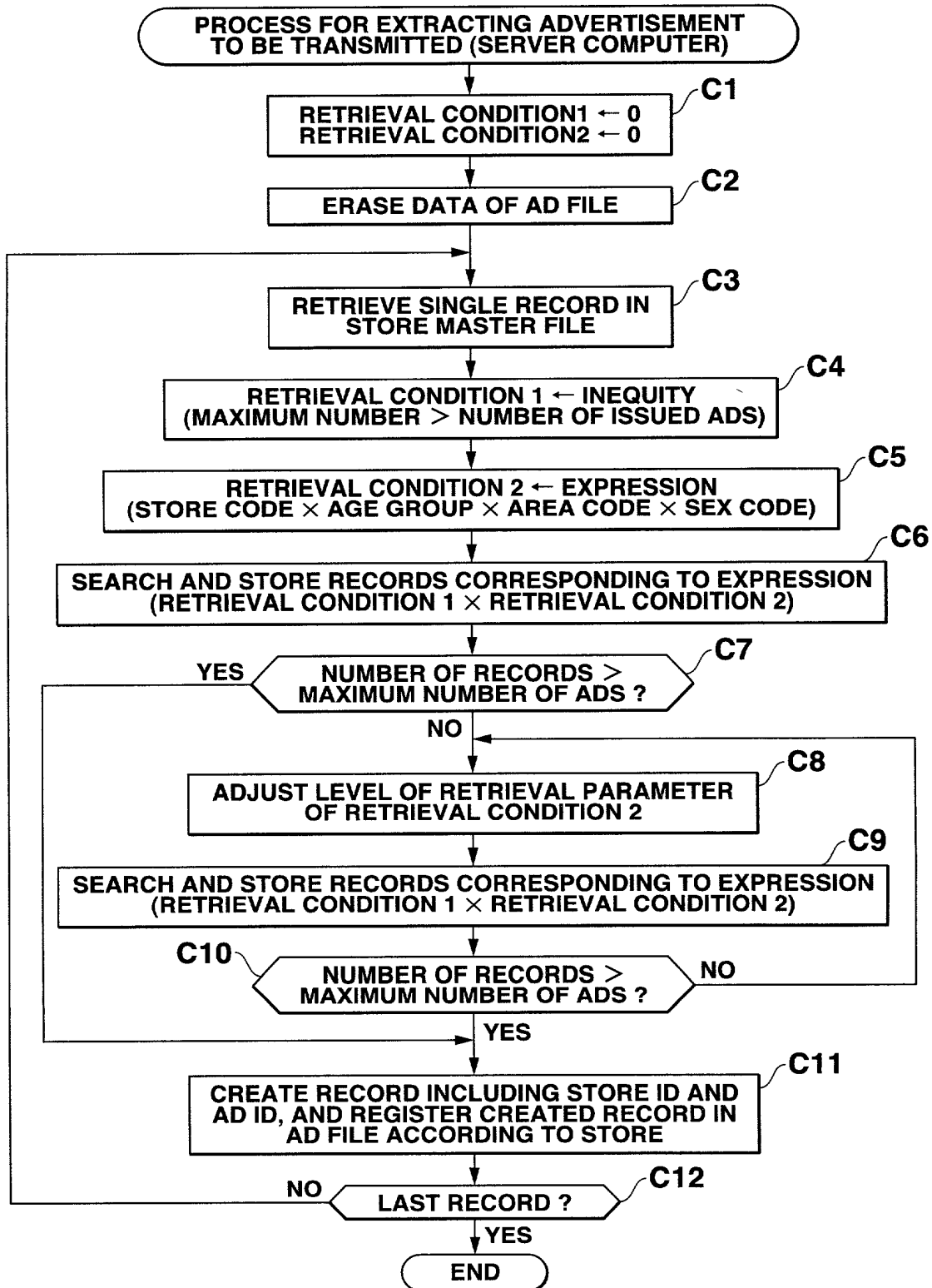


FIG.16

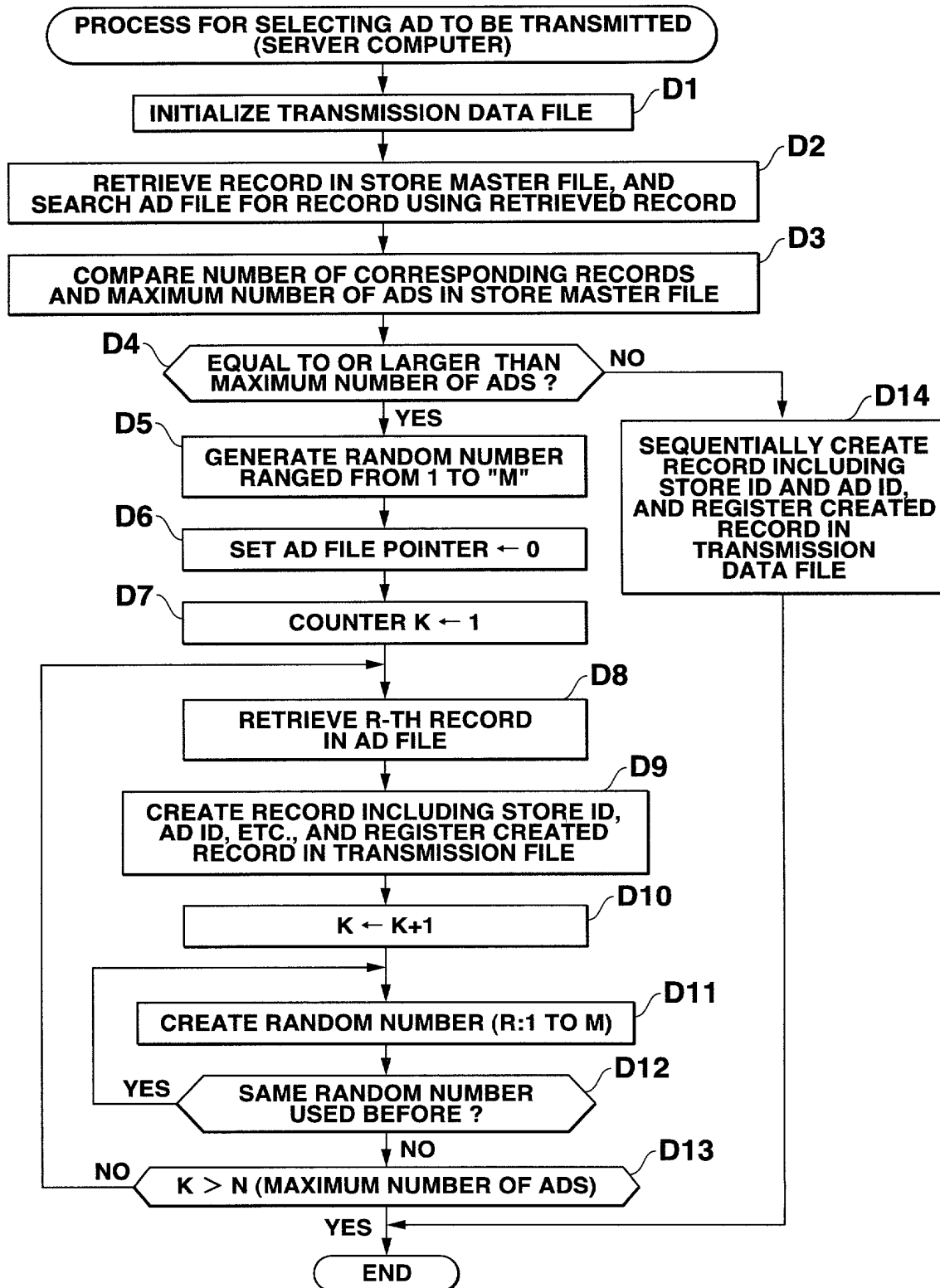


FIG.17

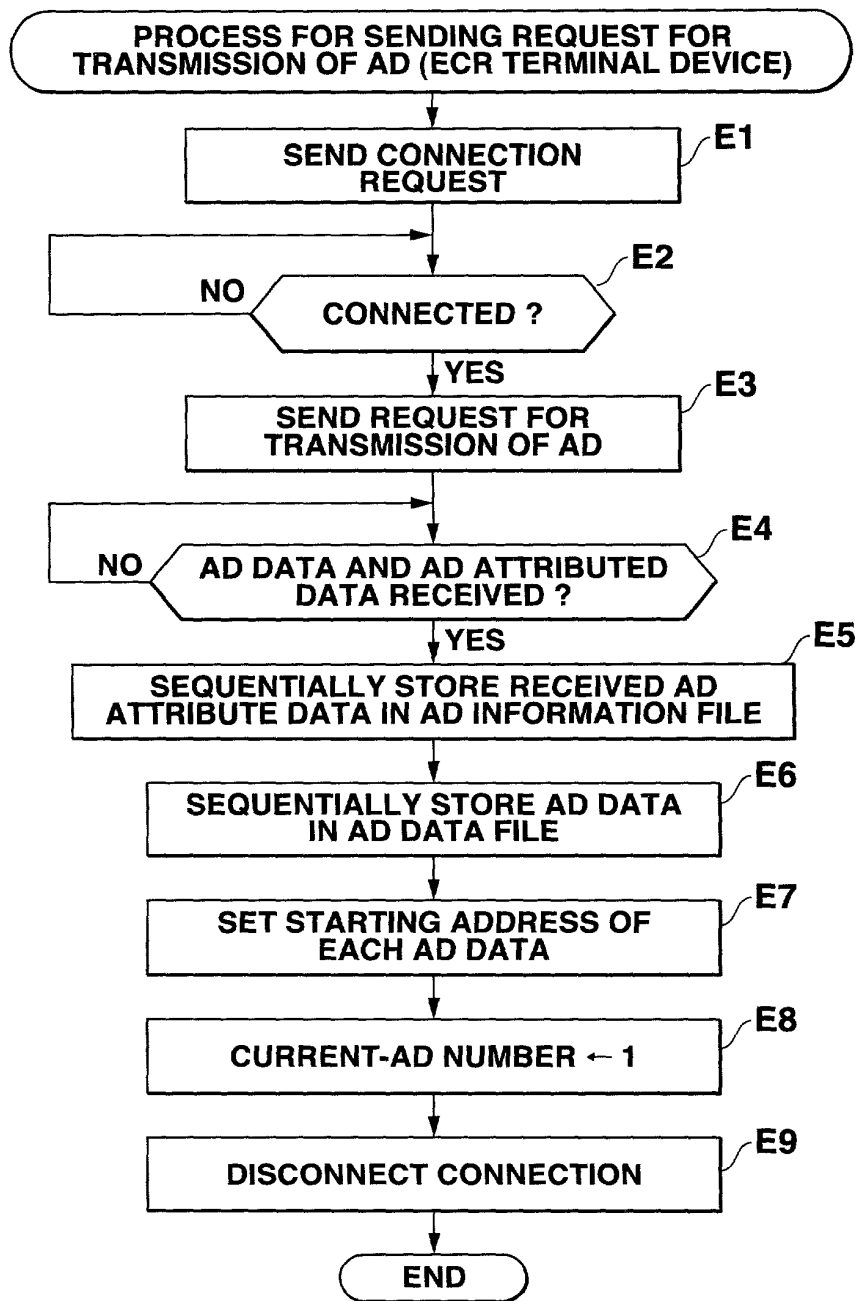


FIG.18

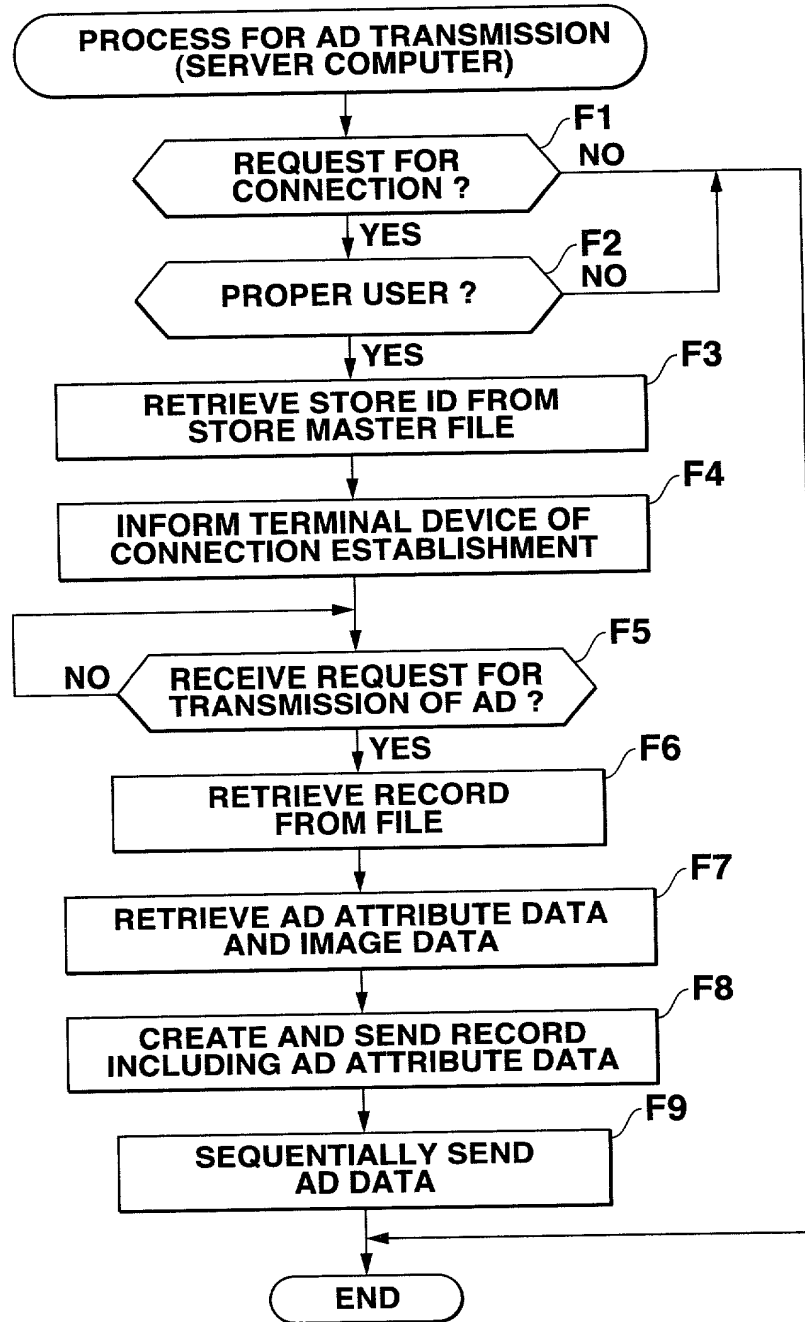


FIG.19

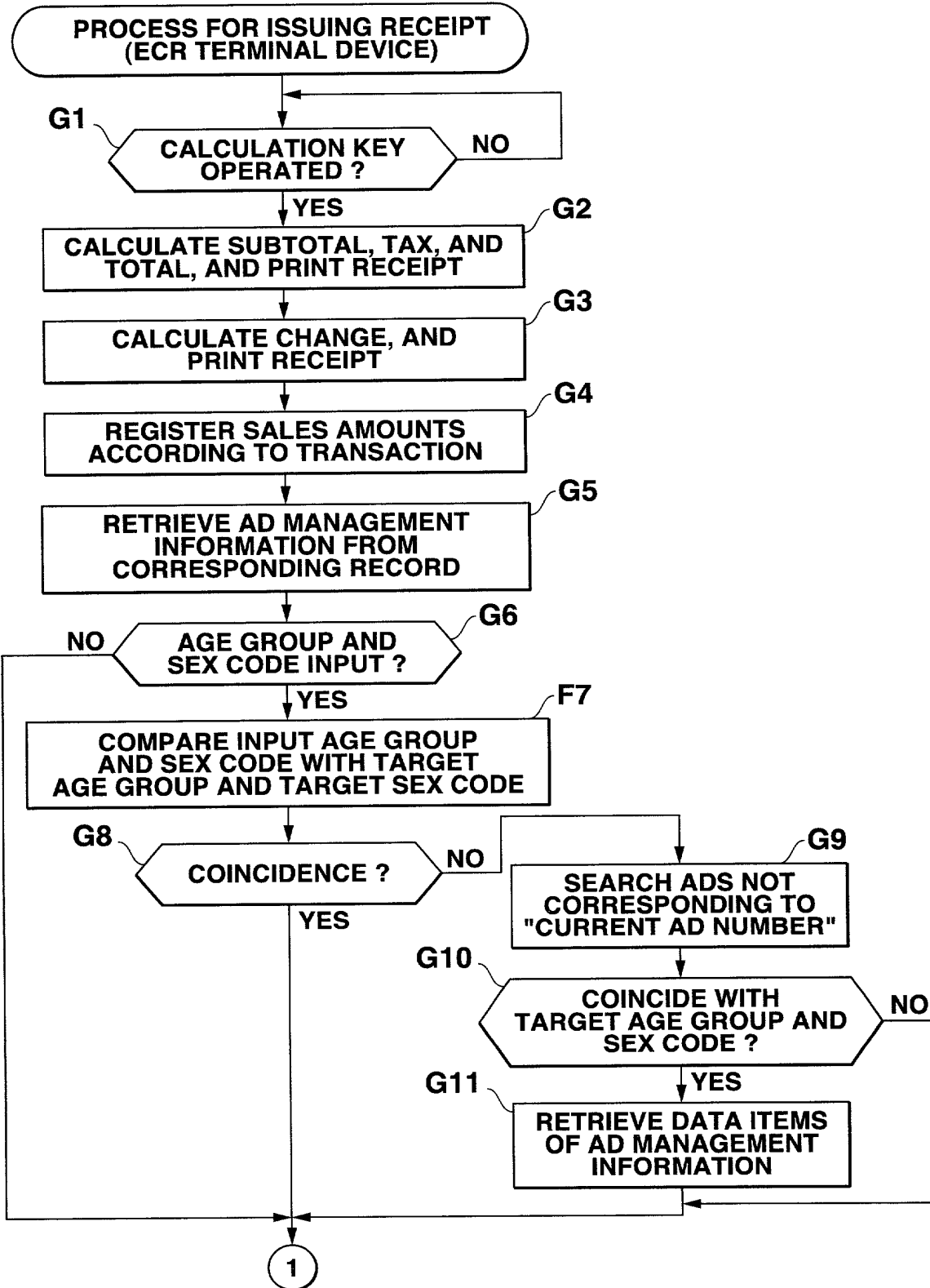


FIG.20

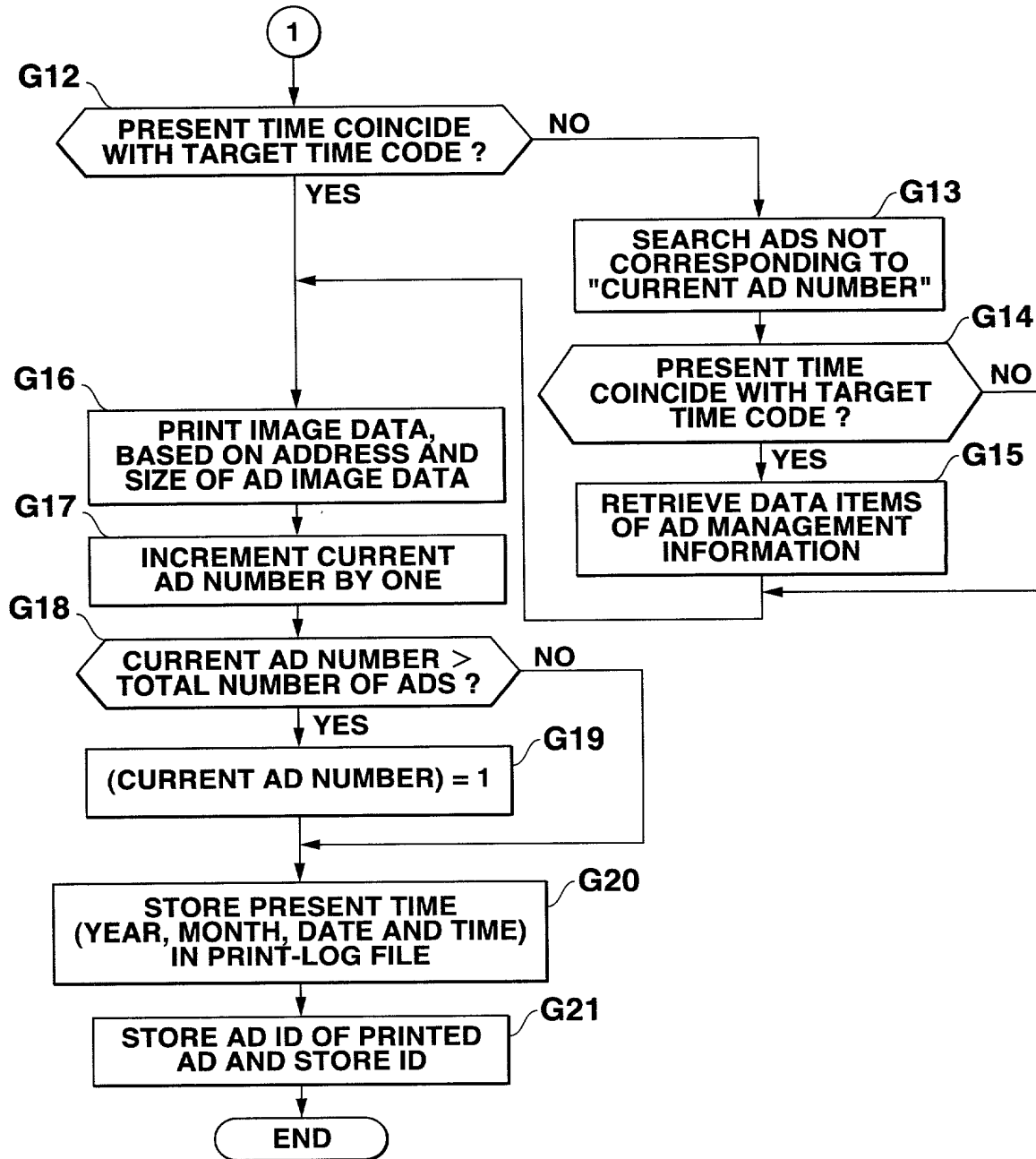


FIG.21

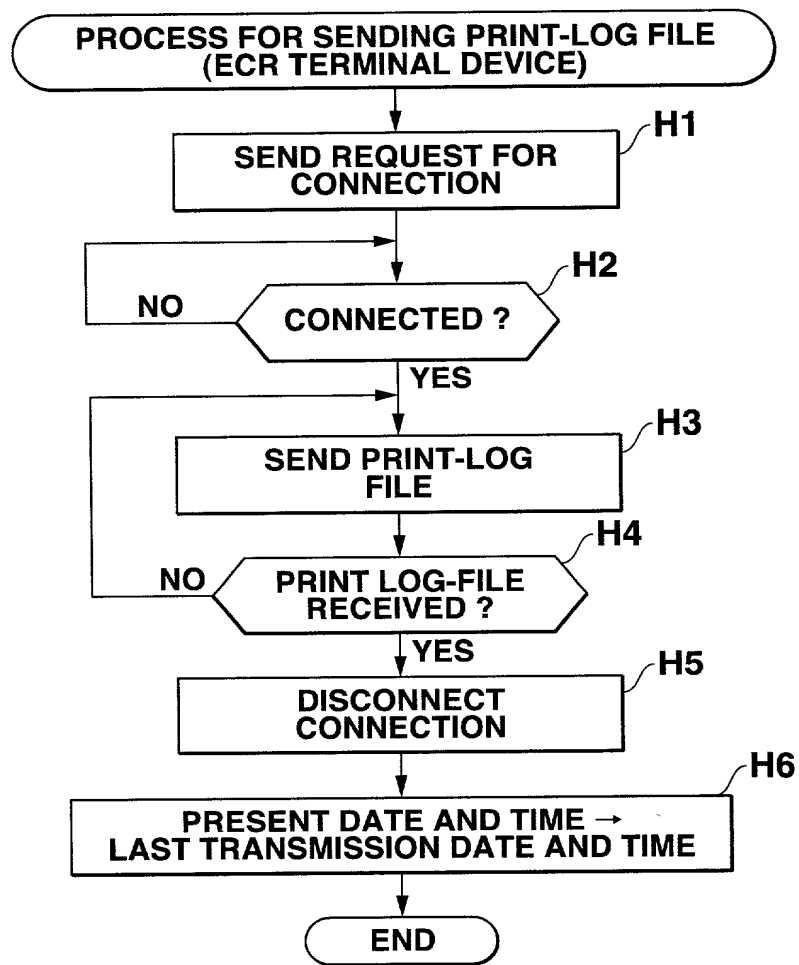


FIG.22

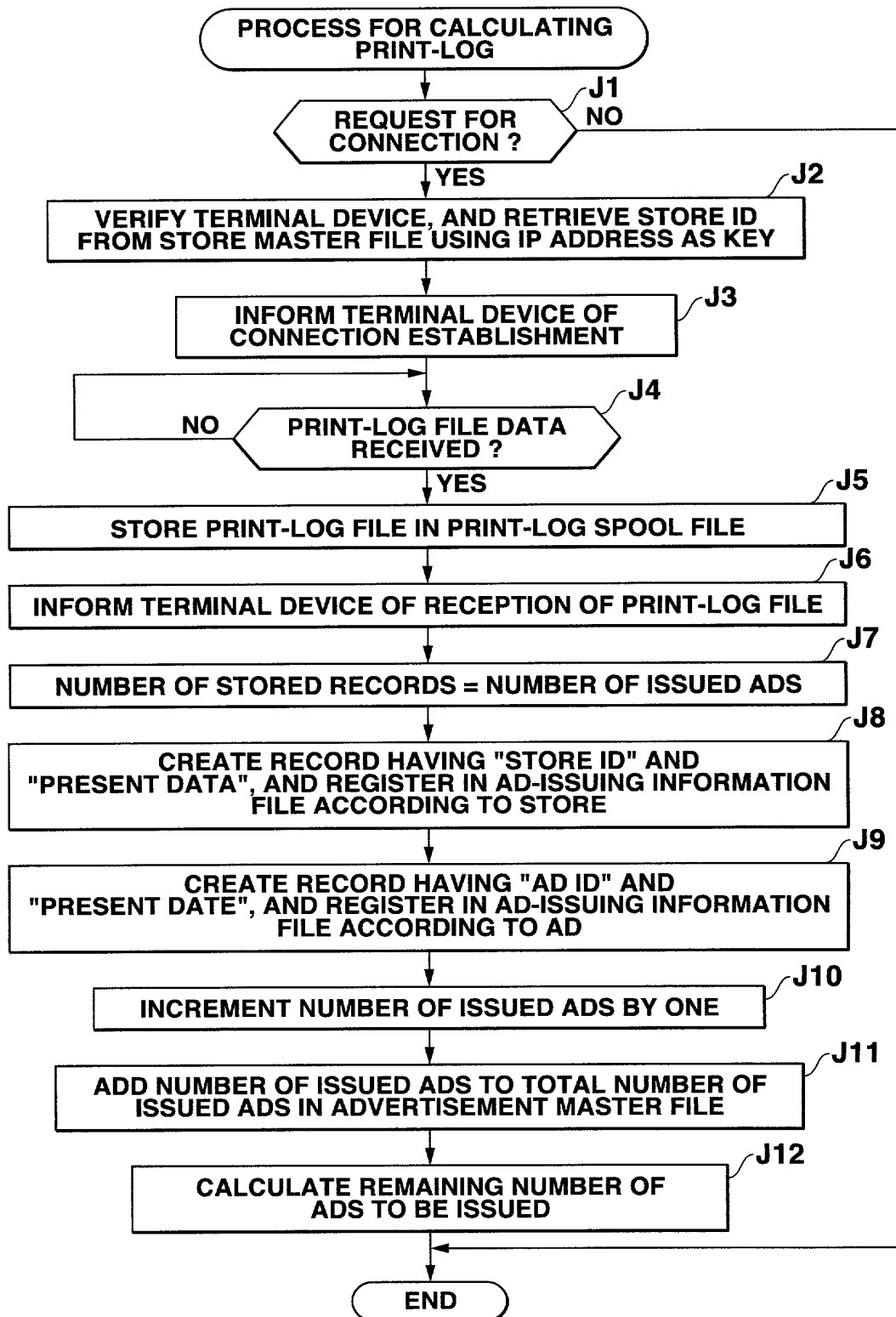


FIG.23

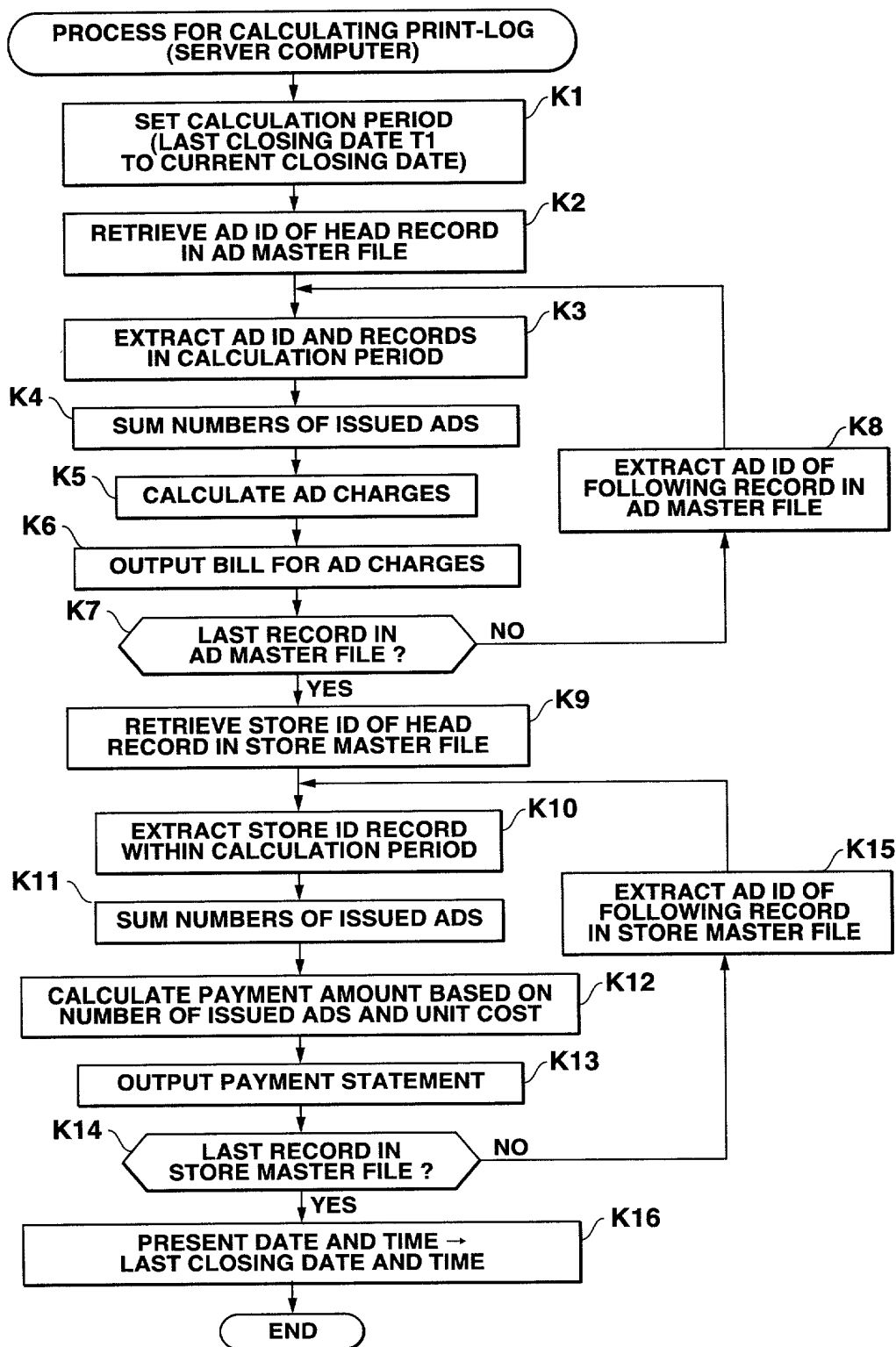


FIG.24

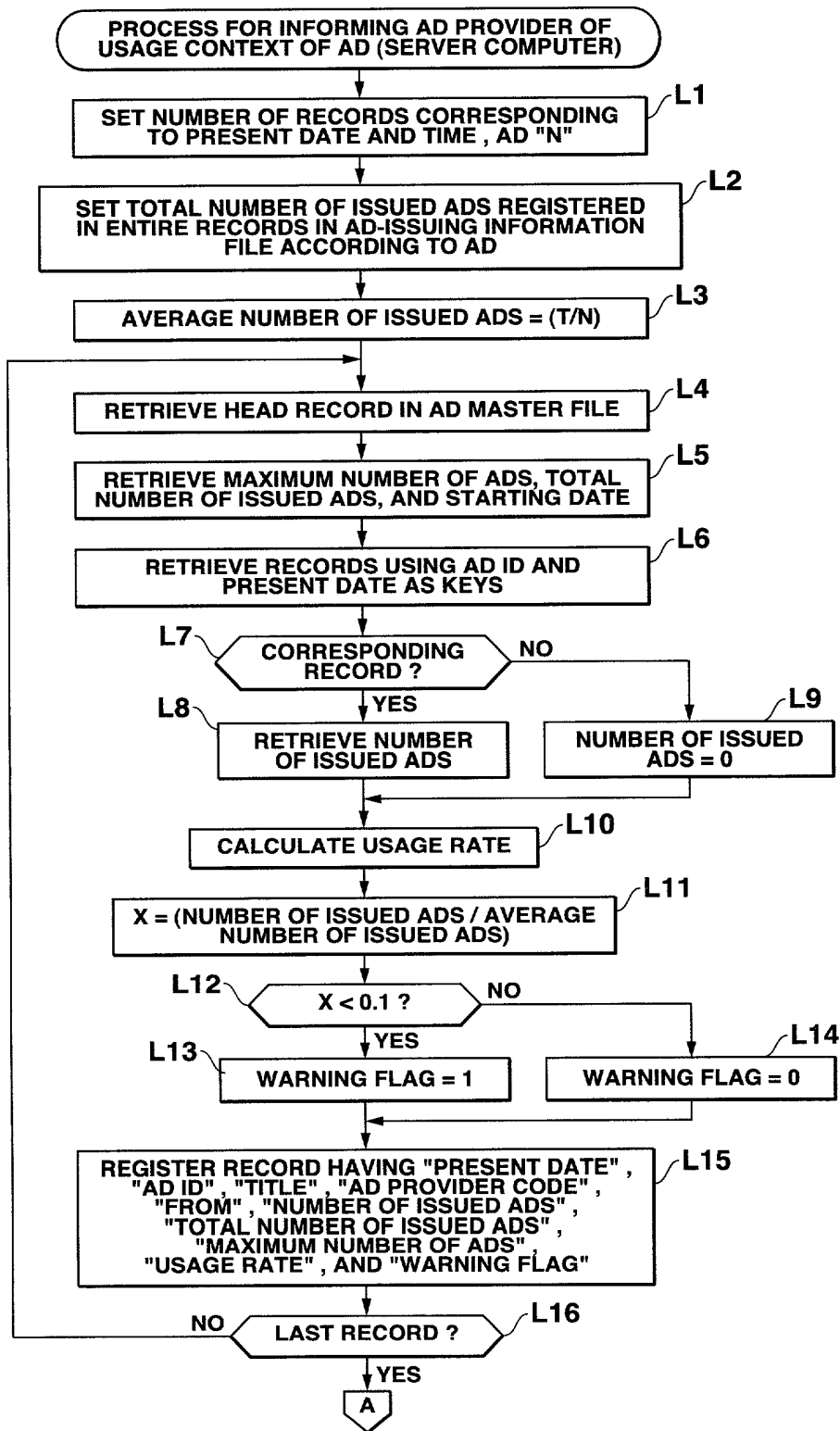


FIG.25

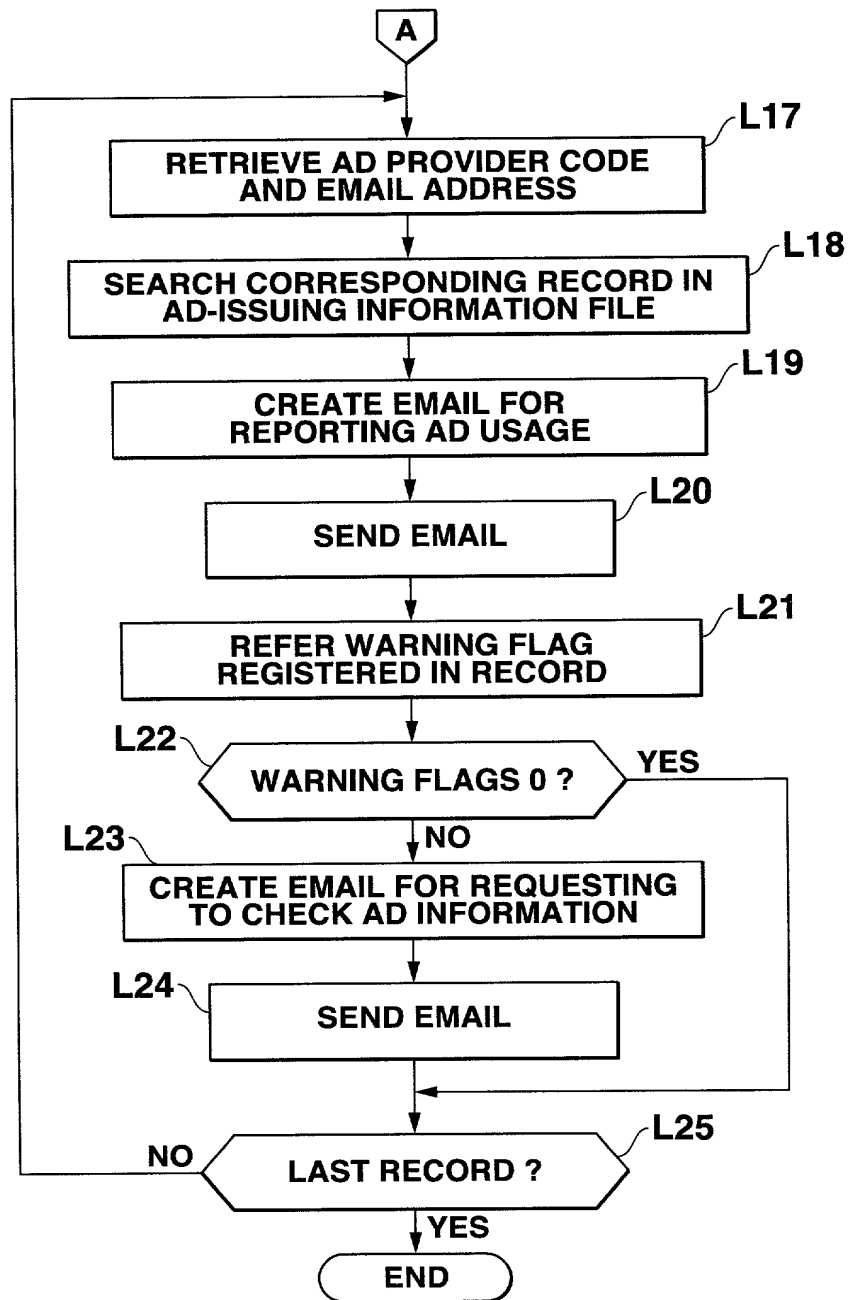


FIG.26

LIST OF REGISTERED ADS

REGISTRATION OF AD DATA

● AD PROVIDER DEF CONFECTIONERY

AD ID	TITLE	FROM	MAXIMUM NUMBER	NUMBER OF ISSUED ADS
000214	ALMOND CHOCOLATE	OCT/01/1999	100,000	87,965
000378	CHRISTMAS CAMPAIGN	NOV/01/1999	100,000	82,286
000486	ICE CREAM	DEC/15/1999	500,000	105,650
000491	SPECIAL CAMPAIGN	JAN/20/2000	500,000	25,460

CURRENTLY REGISTERED 4

NEW

CANCEL

FIG.27

REGISTRATION OF AD INFORMATION (NO IMAGE PASTED)

● AD PROVIDER NAME : DEF CONFECTIONERY

● AD ID : 001249

● TITLE

● FROM

● MAXIMUM
NUMBER

● TARGET AGE
GROUP

AGE 12 OR LOWER ▼

● TARGET
AREA

NATIONWIDE ▼

● STORE
TYPE

GROCERY STORE ▼

● TARGET
SEX CODE

MALE ▼

● TARGET
DAY CODE

WEEKEND ▼

● TARGET
TIME CODE

NONE ▼

PASTE AD
IMAGE IN HERE

OK

FIG.28

REGISTRATION OF AD INFORMATION (IMAGE PASTED)

● AD PROVIDER NAME : DEF CONFECTIONERY

● AD ID : 001249

● TITLE DOUBLE ICE CREAM

● FROM MAR/01/2000

● MAXIMUM NUMBER 100,000

● TARGET AGE GROUP AGE 12 OR LOWER ▼

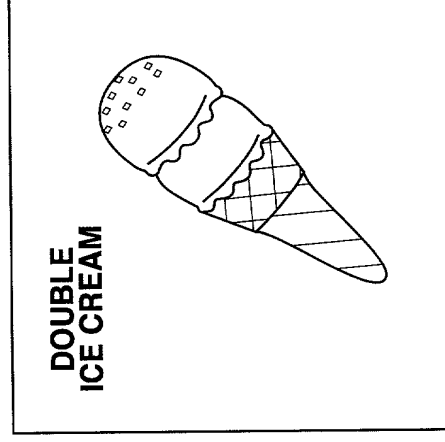
● TARGET AREA NATIONWIDE ▼

● STORE TYPE GROCERY STORE ▼

● TARGET SEX CODE MALE ▼

● TARGET DAY CODE WEEKEND ▼

● TARGET TIME CODE NONE ▼



OK

FIG.29

REGISTRATION OF AD INFORMATION (FOR CONFIRMATION)

● AD PROVIDER NAME : DEF CONFECTIONERY

● AD ID : 001249

● TITLE DOUBLE ICE CREAM

● FROM MAR/01/2000

● MAXIMUM NUMBER 100,000

● TARGET AGE GROUP AGE 12 OR LOWER ▼

● TARGET AREA NATIONWIDE ▼

● STORE TYPE GROCERY STORE ▼

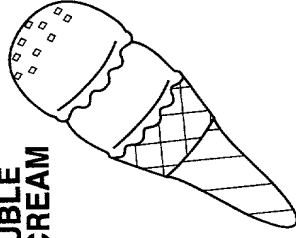
● TARGET SEX CODE MALE ▼

● TARGET DAY CODE WEEKEND ▼

● TARGET TIME CODE NONE ▼

※ IMAGE TO BE PRINTED ON RECEIPTS

DOUBLE
ICE CREAM



CANCEL

REGISTER

FIG.30

DAILY REPORTING EMAIL

SENDER : AD SERVICE@ABC.COM
 ADDRESS : XYZ@DEF.COM
 DATE : 10 FEB, 2000
 SUBJECT : REPORT ON USAGE CONTEXT

●AD TRANSMISSION SERVICE (DAILY REPORT)

THANK YOU FOR USING OUR AD TRANSMISSION SERVICE!
 USAGE CONTEXTS OF YESTERDAY'S AD TRANSMISSION ARE AS FOLLOWS:

DEF CONFECTIONERY

FEB.8, 2000		NUMBER OF		TOTAL		USAGE
AD ID	TITLE	FROM	ISSUED ADS	NUMBER OF	ISSUED ADS	
000214	ALMOND CHOCOLATE	OCT/01/1999	6,582	87,965	100,000	88%
000378	ICE CREAM	NOV/01/1999	8,892	105,650	500,000	21%
000491	SPECIAL CAMPAIGN	JAN/20/2000	9,800	25,460	500,000	5%

FIG.31

REPORTING EMAIL (FOR CHECKING AD INFORMATION)

SENDER : AD SERVICE@ABC.COM
 ADDRESS : XYZ@DEF.COM
 DATE : 9 FEB, 2000
 SUBJECT : REQUEST FOR CHECKING AD INFORMATION

●AD TRANSMISSION SERVICE (REQUEST FOR CHECKING AD INFORMATION)

<< REQUEST FOR CHECKING AD INFORMATION >>
 THANK YOU FOR USING ECR AD TRANSMISSION SERVICE!
 USAGE CONTEXT OF INDICATED AD IS NOT WELL.

PLEASE HAVE AD ATTRIBUTES SET WIDER

DEF CONFECTIONERY

		TOTAL			
FEB.8, 2000		NUMBER OF		MAXIMUM	
AD ID	TITLE	FROM	ISSUED ADS	NUMBER	USAGE RATE
000378	ICE CREAM	NOV/01/1999	1,100	500,000	21%

AVERAGE NUMBER OF ISSUED ADS 12,529